

The Retail Tobacconist

## Personna High-Speed Shaver



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Richard Crux of London demonstrates his high speed shaving technique for Paul Townsend, Vice President-General Products of Philip Morris Incorporated. Mr. Crux, who was a winner in a speed shaving contest sponsored by Personna in London, is touring the U.S. demonstrating the comfortable, fast shave he gets with Personna Electro-Coated Blades. His winning time for shaving is 19 seconds. Personna Electro-Coated Blades are made by the American Safety Razor Company.

ADVERTISING AGE  
CHICAGO, ILL.  
NOV 18 1968

NOV 18 1968

### Speak Easy Cents-Off Set

Philip Morris Inc.'s A.S.R. Products division is offering a 50¢-off redemption coupon on packages of Speak Easy aerosol breath freshener. The freshener, usually retailing for 89¢, will be displayed in a new package, and in a new point of purchase display with coupons attached. Wells, Rich, Greene, New York, is the agency.

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## New Magazine Push Backs Personna as Better Than Gillette

NEW YORK, Nov. 13—American Safety Razor division of Philip Morris Inc. has added magazine support to its tv push for Electro-Coated Personna blades.

Personna's previous use of print for Electro-Coated was an introductory newspaper drive in July that included this statement: "A leading independent consumer testing organization says people prefer our blade."

The statement resulted in a suit against Philip Morris by Consumers Union, which said the statement referred to its March, 1968, "Consumer Reports" and a listing of the four leading blades. The list rated the four, including Personna, as equally satisfactory. The suit is currently in the pre-trial stage.

The new Personna print effort includes b&w pages in *Life*, *The Saturday Evening Post*, *Sports Illustrated*, *Time* and *TV Guide*, and no mention is made of endorsements. Instead, a comparison is made with Gillette, the headline reading, "Personna blades have to shave better than Gillette's. Not just as good. Better." Copy says the statement is "a simple directive from the chairman of the board."

Wells, Rich, Greene is the ASR agency. #

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